Claims

What is claimed is:

1. A display device including:

a first display disposed on a display screen side of the display device; and

a second display disposed on a rear surface side of the display device;

the first display including:

a self-luminous layer that self-emits desired color lights in response to a first applied voltage; and

a pair of transparent electrodes disposed so as to sandwich the self-luminous layer; and

the second display including:

an electrophoresis layer that displays two colors in response to a second applied voltage.

2. The display device of claim 1, wherein the two-color display comprises a black-and-white display.

3. The display device of claim 1, wherein the self-luminous layer comprises an organic electroluminescence layer.

4. The display device of claim 1, further comprising control means for controlling the display states of the first display and the second display.

5. A display device including:

a first display disposed on a display screen side of the display device;

a second display disposed on a rear surface side of the display device;

the first display including:

a self-luminous layer that self-emits desired color lights in response to a first applied voltage; and

a pair of transparent electrodes disposed so as to sandwich the self-luminous layer;

the second display including:

a reflective display layer that displays two colors in response to a second applied voltage; and

control means for controlling the display states of the first display and the second display, wherein:

the control means causes the first display to display color display data included in display contents and causes the second display to display monochromatic display data included in the display contents.

6. The display device of claim 4, wherein the control means causes the first display to display color display data included in display contents and causes the second display to display monochromatic display data included in the display contents.

7. The display device of claim 5, wherein the control means causes the first display to display color photographic data included in the display contents and causes the second display to display monochromatic photographic data

and character data included in the display contents.

8. The display device of claim 5, wherein the control means causes the first display to display the color display data included in the display contents and displays, in a dark color, a portion of the second display superposed on a display region of the color display data.

9. The display device of claim 5, wherein the control means causes the second display to display the character data included in the display contents and sets, to a light-emitting state, a portion of the first display at least substantially superposed on a bright color display region of the character data.

10. The display device of claim 5, further comprising mode selection means for enabling a user to select a power-saving mode, wherein, when the power-saving mode is selected, the control means causes the second display to also display, in two colors, the color display data included in the display contents.

11. The display device of claim 5, wherein when the state where the first display is displaying the color display data included in the display contents passes a set amount of time, the control means automatically moves to a state where the second display is allowed to display, in two colors, the color display data.

12. The display device of claim 5, further comprising incident light amount detecting means for detecting the amount of light incident to the display screen, wherein the control means controls the brightness of the first display in response to the incident light amount.

13. An electronic device including the display device as recited in claim 1.

14. A display method comprising:

causing a display device having a reflective display disposed on a rear surface side of a self-luminous transmissive display to display display contents;

causing the transmissive display to display color display data included in the display contents; and

causing the reflective display to display monochromatic display data included in the display contents.

15. The display method of claim 14, wherein the transmissive display is made to display color photographic data included in the display contents and the reflective display is made to display monochromatic photographic data and character data included in the display contents.

16. The display method of claim 14, wherein the transmissive display is made to display the color display data included in the display contents and a portion of the reflective display superposed on a display region of the color display data is displayed in a dark color.

17. The display method of claim 14, wherein the reflective display is made to display the character data included in the display contents and a portion of the transmissive display at least substantially superposed on a bright color display region of the character data is set to a light-emitting state.

18. The display method of claim 14, wherein when a power-saving mode is selected by a user, the reflective display is also made to display, in two colors, the color display data included in the display contents.

19. The display method of claim 14, wherein when the state where the transmissive display is being made to display the color display data included in the display contents passes a set amount of time, the state is automatically moved to a state where the reflective display is made to display, in two colors, the color display data.